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DAHLIAS

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U.S. DEPARTMENT OF AGRICULTURE



KAWeah—12 to 16½ inches—\$1.00

*Alice Meussdorffer
Dahlia Gardens*

487 HANOVER STREET
SAN FRANCISCO

CALIFORNIA

GREETINGS FOR 1940

In presenting our 1940 Catalogue, it affords us great pleasure to tell you of our three Fine New Introductions and all our other Dahlias which were so greatly admired by millions of visitors at our Golden Gate International Exposition in San Francisco on Treasure Island in the beautiful Hall of Flowers.

An Award of Merit was given us with congratulations on the Outstanding Quality of our Exhibits and deep appreciation was expressed for the part which we personally took in making the Hall of Flowers a success.

We staged continuous Exhibits of Dahlias from June 12th to October 29th, the last day of the Exposition—48 Exhibits in all.

We showed all types of Dahlias from Pompons, Collarettes and Miniatures, to gigantic blooms 16 inches in diameter. Visitors stood ten deep around our exhibit. Thousands of color movies were taken of them and our Dahlias that were floated on the lily pool, making a lovely picture.

It was a pleasure to meet so many Dahlia growers from all distant parts, who also visited our gardens.

Our Dahlias won 36 Prizes in the two Shows we exhibited in: First Prize for General Display; two First Prizes for Largest Dahlia with "Kaweah" in two shows; two First Prizes for the Best 12 Dahlias of California Origin; two Firsts, one Variety, 12 blooms of a large California origination with "Claire Mortimer" in one Show, and with "Grace Douglas" in the other Show; three First Prizes for 25 blooms of one Variety with "Frank Werner"; First for best 2-year-old Seedling; First for best Miniature container with "Luana"; First for Best Container Single Dahlia with "Union Jack"; First for Best Receptacle Large Flowered Dahlias.

Other prizes on Collarettes, Pompons, etc. Our 1940 Introductions bloomed too early to enter into competition in the Shows.

We are always interested in hearing how our Dahlias grew for you. With Best Wishes for 1940,

Sincerely, ALICE MEUSSDORFFER.

IMPORTANT

Order Early—Shipments are made about April 1st unless otherwise specified. All shipments before April 1st, except on the Pacific Coast, are sent Express Collect to insure against freezing.

We Guarantee—That all roots are sent true to name and in good growing condition. We do not sell clumps or green plants.

Terms—Cash with order or before shipment. On retail orders for California delivery, 3 % should be added to cover Sales Tax. On retail orders less than \$2.00, add 25c to cover postage and packing.

Wholesale Growers are entitled to 1/3 discount if identified by business stationery.

Write or print Name and Address plainly.

Abbreviations—Dahlia Classifications: F.D., Formal Decorative; I.D., Informal Decorative; S.C., Semi-Cactus; Min., Miniature; Pom., Pompon.

OUR 1940 INTRODUCTIONS



JANE LANKTREE

A glorious very large Semi Cactus Dahlia of an exquisitely beautiful shade of clear pink, similar to the color of our lovely "Claire Mortimer."

It was universally admired at the San Francisco World's Fair. The bloom in the above picture was the last one of the season, photographed November 1st, and it measured 10½ inches in diameter; earlier blooms were much larger. Strong bush growth about 5 feet tall, attractive lace-like foliage, which is insect resistant and blooms are held erect on long strong stems. It bloomed too early to enter into competition in our two Shows.

Roots, \$15.00

"GOEPNER"

This giant bluish fuchsia color with silvery lavender reverse Formal Decorative Dahlia is a seedling of Kaweah. As flower unfolds, each petal is edged with silver. Bushes are medium tall, blooms 12-14 inches are common on excellent stems. It was greatly admired in the Hall of Flowers at the San Francisco World's Fair, where it was often floated on the lily pool in conjunction with Kaweah.

One of our best judges and well-known grower of Dahlias said to me (quote): "I never expected you to surpass your Kaweah, but you surely have, with Goepner."

Roots, \$15.00

NELSON EDDY



This immense beautiful amber gold, copper and red Informal Decorative Dahlia with curling petals, was named, with his permission, for the famous, popular opera singer and movie star.

First flowers are gigantic in size; a continuous and prolific bloomer and excellent keeper; bushes are medium tall, strong growers and stems are excellent. It is one of the first to bloom, and is always admired for its fine form and color.

Roots, \$15.00

ONE DIVISION OF ALL THREE 1940 INTRODUCTIONS FOR \$30 NET

Our 1939 Introduction—"CLAIRES MORTIMER"
Honor Roll Dahlia

Winner of Nine First Prizes. Winner in 1939 for Best California Dahlia, 12 blooms. Conceded to be the most beautiful Dahlia, by all who saw it. Its large size, 10 to 14 inches, with its fine form and color, clear warm light cyclamen pink, without any lavender, make it an outstanding flower. Foliage is a dark reddish green, strong and insect resistant, and the blooms are held erect on long, wiry, stiff but graceful stems; 5 foot bush, prolific bloomer and splendid keeper.

A First Prize Winner through the one, two and three year Seedling stage and for Best Dahlia in many Shows.

Roots, \$10.00

OTHER DAHLIAS OF OUR OWN CREATION

ALICE GENTLE—F.D. A magnificent, striking, flaming rich scarlet red. Continuous Prize Winner. Strong bushes, splendid stems. \$1.00

ALICE MEUSSDORFFER—I.D. This large refined and exquisitely beautiful Dahlia is universally admired. The color is a clear pinkish orchid, with a velvety texture; flowers are held erect on long, wiry straight stems above the attractive lace-like foliage. The tall bushes with masses of glorious blooms are most attractive in the garden. \$1.50

ALTAIR—I.D. Bi-color. A greatly admired orange and white tipped Dahlia. Medium sized bloom, good stems, and strong bush. \$1.00

BLANCHE HATHAWAY—I.D. A lovely medium sized white Dahlia with lavender tips, curling petals, strong straight stems. \$5.00

CLAIRE MORTIMER—1939 Introduction. Great Prize Winner, lovely cyclamen pink. See Pg. 4. \$10.00

CAROLINE MEUSSDORFFER—F.D. This large Dahlia of great beauty, depth and fine form is named for my dear mother. Color is creamy yellow center, shading to bronzy salmon pink to edge of flower; long strong stems, tall bush and prolific bloomer. \$1.00

CATHERINE MARRIOTT—Very fine pure white F.D., medium size, good stem, good keeper; does not burn. \$5.00

COLEENA COOPER—S.C. An unusually beautiful rich ruby red Dahlia with a light lilac reverse; twisting petals give an effect of a light tip. Large blooms, stems stiff and wiry, holding flowers well up out of the medium tall bush; attractive lace-like foliage. \$1.00

ELIZABETH RETHBERG—Giant I.D. Great Prize Winner. A magnificent flawless clear exquisite pink Dahlia with great depth, which we have grown to 14 inches. It is named for the beautiful, world-renowned Grand Opera Star of the Metropolitan Opera House of New York. Bushes are tall, stems are long and strong. A wonderful keeper. \$1.50

ERIN-GO-BRAH—F.D. A giant Dahlia of a clear light yellow color with a greenish tinge. A splendid clean looking flower, with very strong straight stems on medium tall bush. Prolific bloomers, excellent keepers. \$2.50

FRANK WERNER—A giant I.D. with great depth. Great Prize Winner. First Prize won three times in 1939 for Best 25 Blooms of One Variety. In 1938 it won four Firsts for Best California Dahlia, 15 Blooms. Size 12-14 inches by 6-8 deep. Warm apricot color, suffused salmon and red. Bush is medium tall, foliage is dark and insect resistant, stems are strong and stiff. Best keeper as a cut flower. \$5.00

GRACE DOUGLAS—American Home Honor Roll. Great Prize Winner. Won First Prize in 1939 for Best California Origination, 12 Blooms, in Dahlia Society of California Show. I.Dec. of a luscious, clear pink color, deeper pink at high center of flower, shading

lighter toward tips of petals, which twist and curl. Easily grown to 12 inches by 8 deep, 4-foot bush, excellent growth, long strong stems, very prolific bloomer and splendid keeper. \$2.50

GLADYS YOUNG—I.D. Immense bloom and fine form. Clear canary yellow blooms of great depth are common; stems long and strong. \$1.00

HELEN ESTES—F.D. Medium sized bloom of white suffused orchid pink; very lovely and refined; medium tall bush, good stem. \$5.00

JOAN McCORMICK—I.D. Medium sized bloom of white, edged light violet. Curling petals, strong straight stems on medium tall bush. \$5.00

JOHN MEUSSDORFFER—F.D. Honor Roll. Prize Winner. Named for my father, a California pioneer, a great lover of flowers, who planned the beautiful grounds in which I raise my Dahlias. A large stunning Dahlia of a glorious rich vivid scarlet; stems are straight, strong and long. In a warm climate bush grows 5 feet tall, full of large flowers, considered the best red by many. \$1.00

KAWEAH—Greatest Prize Winner for Largest Dahlia in Show since its introduction, according to Morgan T. Riley. It was again Prize Winner for Largest Dahlia in Show in our two largest Dahlia Shows in California in 1939, and the giant blooms of Kaweah we showed in our 48 Exhibits in the Hall of Flowers at the San Francisco World's Fair certainly attracted the crowds. Winner of First Prize and Sweepstakes in Chicago at the Century of Progress Show in 1933 and 1934 for Largest Dahlia in Show. Honor Roll Dahlia. In Holland "Kaweah" has won 100 Prizes and is still going strong, a famous, and one of the largest Dahlia growers wrote us this year from Holland. It was sent to Chicago by air express in 1933, arrived in perfect condition, and lasted four days in fine condition, till the end of the Show.

Kaweah is named for one of our mountain peaks in the High Sierras of California. It is an Indian name. Kaweah has everything—huge size, 13½ to 16½ in., with great depth, splendid long strong straight stem, wonderfully rich color, fuchsia rose, rich velvety cardinal shading at center of flowers, with reverse of orchid and lavender. It has fine form and substance and splendid keeping qualities. These tremendous blooms are held perfectly erect on long straight stems, 18 to 24 in. to first lateral, requiring very little disbudding, one lateral being sufficient. As many as four and even eight enormous blooms at one time on a bush. Experts say: "In a room full of Dahlias, it arrests the eye by its size, shape and bearing." Exceptional Prize-Winning unpropagated stock. (Illustrated on Front Cover.) \$1.00

LAWRENCE TIBBETT—Eastern and Western Honor Roll. F.Dec. This fine large Dahlia of fine form and beautiful coloring was selected by the world-renowned singer and movie actor to bear his name. The color is a warm glowing clear pink peach. The large flowers are held erect on long strong straight stems on tall bushes, a prolific bloomer and excellent keeper. Fine unpropagated stock. \$1.00

LUCIA VON GONTARD—This large beautiful Dahlia of unusually lovely coloring, was selected by the beautiful and charming Baroness Gert von Gontard to be named for her. The color is a tea rose or creamy apricot ground, with a warm violet rose center, tips and reverse of petals, suffusing entire bloom with this lovely coloring. Stems are long and strong, holding flowers well up out of the tall bush. \$1.00

REYNOLD—F.D. A strikingly beautiful strawberry red, splashed bright carmine, center and reverse of petals cream; long stems, medium tall bush. \$1.00

ROSALIND KEEP—F.Dec. First Prize Winner for Best 25 Blooms in 1932-33. An exquisitely beautiful pure shell pink flower with white center and water-lily form. Long strong stems on strong bush. Excellent cut flower. \$1.00

SCHIPA—I.Dec. 1937 Introduction. Named for the World-renowned Tenor of the Metropolitan Opera House in New York with his permission. This large Dahlia of very fine form is a lovely rich velvety ruby red with twisting petals, strong wiry stems and a fine bloomer, on a medium tall bush. \$3.50

SIERRA SUNRISE—F.D. Immense size and a glorious bronzy orange color when matured; has great depth, long strong wiry straight stems, with superb bearing. Five-foot bush, strong growing and prolific bloomer. \$1.50

SIRIUS—American Home Honor Roll. I.D. Hailed at the San Francisco Show as the long-awaited blue Dahlia. Described as grown in New Jersey (quote): "Sirius is the nearest to a blue Dahlia we have to date. Here it is a real bluish purple, with very little pink in it; a very prolific bloomer, it comes early and is good late; has a fine bush with bloom of perfect bearing." Greatly admired at S. F. Exposition. \$1.00

GOOD VARIETIES OF OTHER GROWERS

Alex Craig—S.Cactus. A very beautiful pink with creamy center. Good stems, prolific bloomer, popular cut flower. \$1.00

Amun Ra—F.D. Stunning copper and orange, scarlet reverse. Large blooms on long stiff stems. \$.50

Andrea Ericson—I.D. Immense white Dahlia of fine form, with long stiff stems. Very beautiful. \$1.00

Angelo Rossi—F.D. Winner of many prizes. Glowing soft orange yellow with just a shading of grenadine. Large blooms on long strong stems. \$1.00

California Idol—F.D. One of the finest yellows. Great Prize Winner. Immense size, good long strong stems; most outstanding in many ways. \$1.00

Clara Carder—I.D. Giant beautiful cyclamen pink, medium bush, strong stems. Winner for Largest Dahlia. \$1.50

Clara Clemmons—Ball. The most striking of the formal ball type Dahlias. Crimson, tipped white. \$.50

Conquistador—S.C. Creamy yellow suffused pink. Large blooms, long strong stems. \$.50

Edna Ferber—S.C. One of the finest. Immense glistening coral, shading to gold; full flower. \$.75

Elinor Vanderveer—F.D. A magnificent large satiny rose pink Dahlia, excellent keeper. \$.50

Frank Serpa—I.D. A magnificent large long-stemmed amaranth pink Dahlia. Very popular. \$1.00

Golden Age—S.C. Richest amber; a beautifully colored and formed Dahlia; grows very large. \$1.50

Hunt's Velvet Wonder—I.D. An immense rich violet purple, velvety textured Dahlia. \$1.00

Jane Cowl—I.D. Great Prize Winner. Large flower of buff, salmon and orange; very popular. \$.50

Kathleen Bloom—Incurved Cac. Fine burnt orange. .75

Lois Walcher—F.D. Winner of 6 American Home Achievement Medals. Considered by many to be finest bi-color to date. Color deep amaranth to pansy purple with outer one-third of petals a clear white. \$4.00

Lord of Autumn—I.D. Great prize-winner for Largest Dahlia. Golden yellow deep blooms on good stems. \$1.00

Mrs. Bradley—Cac. Lovely pure white, good stems. \$.75

Satan—S.C. Great Prize Winner. Splendid brilliant carmine. Stems are long. Honor Roll. \$1.00

Snow Queen—Ball. Pure white; good keeper. .50

Thomas Want—Cactus. Lovely yellow, edged pink. .75

MINIATURE DAHLIAS

Coronne—D. White, like a gardenia. \$.50

Elizabeth Pape—S.C. Flesh pink. .35

Little Dream—S.C. Exquisite rose pink and white. .50

Little Snow Queen—S.C. Pure white; very free bloomer. .50

"Luana"—Our 1935 Introduction. First Prize-winner again in 1939 for Best Miniature. Coral rose, perfect form. \$.50

Mt. Whitney Sunset—F.D. Buff yellow, coppery red center. \$.50

"Scarlet Queen"—Our 1940 Introduction. Brilliant scarlet red, very full flowers, long stems, very attractive. \$3.00

Trojan—S.C. Mikado red, very fine. .50

Miss Vivian—F.D. Rose pink, small ball type. .50

Union Jack—Single. White, each petal outlined red. .50

POMPON DAHLIAS

Anna Von Schwerin—Small shell pink, white center. \$.50

Bantam—Beautiful red, long stiff stems. .35

Bossy—Light phlox purple, darker center. .35

Brightest of All—Brilliant orange red. .75

Darkest of All—Maroon, almost black. .75

Deedee—Small dainty bluish lavender. .35

Glow—Very good old rose. Long stems. .35

Helen Anita—Pink lavender, white center, long stems. .35

Joe Fette—Pure white, long stems. .35

Libby Rohr—Cerise purple, very long stems. .50

Little David—Deep burnt orange. .35

Lorraine—Amber, old rose center and tips. .50

Minnie Mells—Orchid rose, darker eye. .35

Nellie Fraser—Light pink, edged with rose. .35

Regulus—Cerise purple, small perfect form. .25

Rosea—Bluish lilac, small and prolific. .35

Yellow Gem—Pure yellow, excellent for cutting. .25

COLLARETTE DAHLIAS

Aria—Soft rose, white collar. \$.50

Brick—Brick red, white collar. .50

Garcon—Dark yellow, center of petal brownish red, yellow collar. .50

Geant De Lyon—Maroon, white collar. .50

Mt. Lassen—Fiery red, yellow collar. .50

Sonata—Light orange red, yellow collar. .50

Swallow—Pure white, long stems. .50

Yellow Butterfly—Bright yellow, yellow collar. .50

DAHLIA COLLECTIONS

12 Prize Winners.....\$20.00 Value for \$10.00

12 Wonderful Dahlias.....\$10.00 Value for \$ 5.00

12 Pompon Dahlias.....\$ 4.00 Value for \$ 2.50

DAHLIA SEEDS

Hand-pollinated seeds from the largest and best varieties
\$5.00 for 50 Seeds (Net)

POMPON AND MINIATURE SEEDS

Pompon Dahlia Seeds, 50c Pkt.

Miniature Dahlia Seeds, 50c Pkt. (Net)